

North East software giant Sage acquires GoProposal in fourth fintech deal in a year

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Newcastle software giant Sage has made its fourth fintech investment in a year after snapping up a Manchester company.

The listed tech firm has acquired GoProposal, a provider of proposal management software for SME accountancy firms.

Sage said the deal reflects its commitment to delivering ongoing innovation to its accounting partners, as cloud technologies continue to drive real benefits for accountants.

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Founded in 2016, GoProposal is dedicated to helping accounting and bookkeeping businesses in the UK, US, Canada and Australia grow more profitably, by providing a complete client onboarding system, focused on automated pricing, proposal, and engagement letter solutions.

The deal will strengthen Sage's position in the UK accountant space, with the GoProposal team joining Sage's global accountants team based in Manchester.

Derk Bleeker, chief strategy and development officer at Sage,

said: “We are focused on helping small and mid-sized businesses emerge more productive and profitable than ever from the challenging macro environment of the past 18 months.

“Accountancy practices play a vital role in helping SMBs to thrive – and by supporting them to digitise their practices, Sage can play a vital role in enabling them to focus on providing their SMB customers with great service and advice and to help them capitalise on the emerging opportunities as the world emerges from the global pandemic.

“This acquisition demonstrates Sage’s commitment to supporting accountancy practices through this digitalisation journey, so they can operate efficiently and profitably.”

James Ashford, founder of GoProposal, added: “Sage shares our vision of supporting accountants with end-to-end practice management capability. I believe together we can become the driving force behind the backbone of the UK economy, the accounting industry.”

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